

# Spotlight: Italy

Italy's Government and service providers are trying hard to connect the whole country, with workers asking for high-quality internet to support hybrid jobs



A total of 71% of Italian workers believe broadband services must dramatically improve to support fast and secure working from anywhere. Meanwhile, the same proportion (71%) say the Italian Government must step up its efforts to improve the network and make a fast, reliable service available for all.

## Boosting Broadband

More than half those polled (56%) report three or more people use the internet simultaneously at their home, so the need for reliable connections is clear - particularly when factoring in 44% of respondents use the internet in their household either to work or run their own business.

Also telling is the revelation that 44% of knowledge workers expect their household's internet use to rise or stay the same in the next 12 months. With almost 3 in 4 (73%) saying reliable and quality broadband is important to them, the pressure is on for strong service provision.

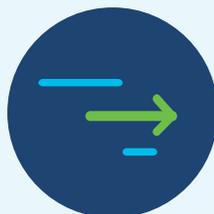
Italian workers strongly believe that the country's prosperity relies on fast, reliable internet: 70% state this must be implemented to enable future economic growth.

Furthermore, 68% of respondents say having access to fast and stable internet is critical to developing and maintaining a well-educated and informed population.

## Key takeaways



**Almost 3 in 4** knowledge workers in Italy state fast, reliable internet service is important to them



**71%** say accelerating plans to create better connectivity across the country is vital



**44%** : the proportion of workers whose internet use will increase or stay the same in the next year



**71%** of respondents claim hybrid working patterns must be aided by dramatic improvements to connectivity

Overall, more than half (53%) would like the government to prioritise investing in internet services ahead of public utilities such as water, heating and electricity.

Despite the importance placed on digital networks, Italians also cite affordability as an emerging issue. Some 72% think access to cheap, reliable broadband is set to be a problem, with only slightly fewer (68%) asserting the cost of connecting prices out low-income families.

## A safer service

Investing in internet services is a key consideration across the board, with 63% thinking broadband should be free. Just over half (51%) would like their employer to pay for their online connection including 61% of full-time remote workers and 51% of hybrid workers.

Yet there's also a recognition among respondents that paying extra for a safer broadband connection is fair, with 47% agreeing and fewer than 1 in 5 (19%) disagreeing with this aspect.

There's a wider role for policymakers and service providers here: 75% of workers believe everyone should be able to securely connect to fast, reliable internet in public places - regardless of their location.

